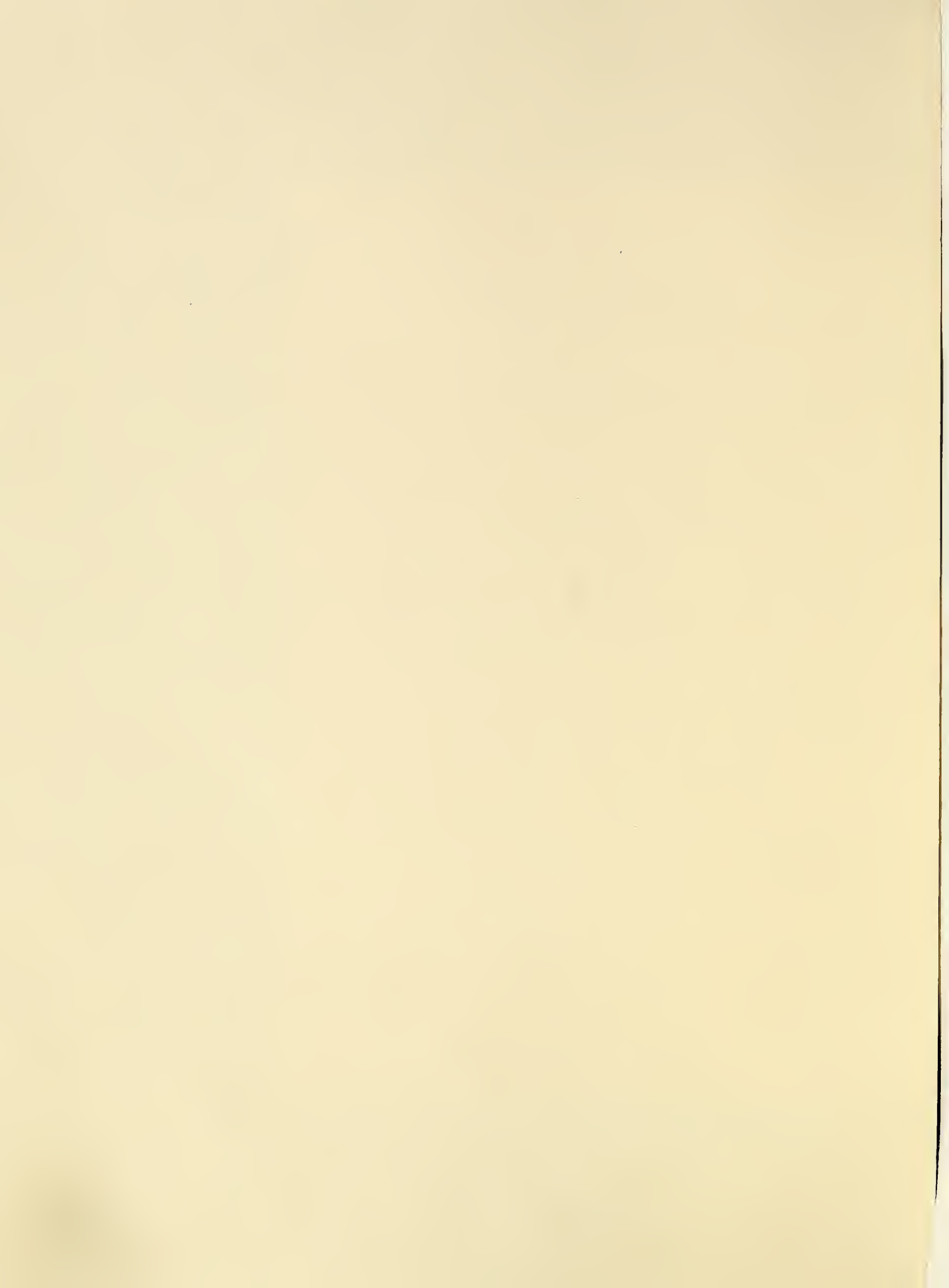


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



as21
.A87F3

Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2513

June 21, 1991

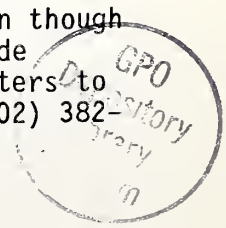
HAVE A SAFE PICNIC -- Summertime isn't complete without picnics, but USDA specialists warn that if you don't take proper care, food can spoil quickly. USDA has tips to help prevent foodborne illness, including: plan ahead, bring the cooler & a list of foods to take along. Did you know mayonnaise is OK on picnics? Contrary to popular belief, mayo is not a food safety villain, and actually can control bacterial growth. **USDA's Meat & Poultry Hotline** (800) 535-4555, can answer questions about summer food safety. **Contact:** Susan Conley (202) 447-3333.

EDUCATION IS THE KEY -- Do you think students in your area need to know more about agriculture? USDA has a program to help! Through the efforts of "Ag in the Classroom," a national ag literacy project that USDA coordinates, students learn more about agriculture. Teachers learn how to integrate ag into the subjects they teach. "The aim is not to teach kids how to be farmers or ranchers," says Program Director Shirley Traxler, "but rather to help them understand the role and importance of agriculture in today's economy and society. **Contact:** Shirley Traxler (202) 447-5727.

COMPUTERS COULD SAVE BILLIONS -- U.S. corn growers could save a billion dollars a year on herbicides if a new weed-predicting computer program meets goals set for it, says R. Dean Plowman, administrator of USDA's Agricultural Research Service. The experimental program, called the Corn-Weed-Bioeconomic Model, is the first to link weed-killing costs to profits in irrigated corn farming. "Our goal is to cut yearly herbicide use by 15 to 20 percent," says ARS Plant Physiologist Edward E. Schweizer. "That could translate into saving corn growers \$15 per acre. Over the past two growing seasons 15 Colorado farmers participated in a study using the computer's recommendations. **Contact:** Edward E. Schweizer (303) 482-7717.

USDA IMPLEMENTS PESTICIDE DATA PROGRAM -- USDA is beginning a new \$16 million cooperative federal-state pesticide residue monitoring program for food, beginning with fresh fruits & vegetables, Secretary of Agriculture Edward Madigan says. "Under the new program, fruits and vegetables will be tested at wholesale distribution centers to ensure that consumers will not be buying foods that have any harmful pesticide residues," Madigan says. **Contact:** Clarence Steinberg (202) 447-6179.

JAPANESE VENDING MACHINES -- The average Japanese feeds \$137 each year into vending machines, choosing from foods & drinks that range from octopus dumplings & pizza to beer & yogurt drinks. Futuristic machines dispense food that actually "cooks itself" when a customer pulls a string on the bottom of the container. Even though most of the foods in Japanese vending machines is now domestic, USDA ag trade experts think there is more than enough room for U.S. food & beverage exporters to take advantage of this \$17 billion market. **Contact:** Lynn Goldsbrough (202) 382-9442.



NET INCOME DOWN SLIGHTLY -- A 1 percent growth in crop sales & a 1 percent drop in livestock sales are likely to leave total 1991 cash receipts between \$164 & \$169 billion, which is below 1990's record, but still above previous years' receipts. Prices for wheat & dairy products are forecast to average well below last year & USDA economists expect a much smaller wheat crop. Livestock receipts are expected to drop more than 10 percent on dairy farms, but increase on red meat farms. Direct government payments will probably total less than last year because of decreases in disaster & deficiency payments. USDA economists expect net cash income to shrink 5 percent in 1991. **Contact: Robert Dubman (202) 219-0807.**

SUMMER INTERNS AT USDA -- USDA has hired about 900 student interns to work at USDA offices around the country this summer. About 250 of the interns will be employed at USDA headquarters in Washington, D.C. "Our Summer Intern Program provides college and university students with hands-on experience in professional, administrative, and technical positions at USDA," says Associate Deputy Secretary **Charles R. Hilty**. "We hope this experience will encourage more students to enter agriculture-related fields and pursue careers in those areas at USDA when they graduate." **Contact: Debbie Johnson (202) 447-7131.**

MORE MEN GROCERY SHOPPING -- More men now participate in the weekly grocery shopping trip today than they did 10 years ago, a new study found. **Donna Montgomery**, a nutritionist with the Louisiana Cooperative Extension Service, says 40 percent of men are family grocery shopping, compared to 32 percent in 1980. Evening shopping is becoming more popular, she says, and Friday has displaced Thursday as America's favorite shopping day. **Contact: Donna Montgomery (504) 388-4141.**

COSTS OF EATING OUT in the U.S. are going up faster than the costs of eating at home. Between 1980 & 1988, the expenditures for food per person in an urban household increased 36 percent. Expenses for eating at home went up only 22 percent, while outlays for eating out went up 61 percent, according to a study just released by USDA. Part of the higher expenses for eating out is explained by the fact that people are eating out more. People with higher incomes eat out more than people with lower incomes. Source: "Food Spending in American Households, 1980-88." **Contact: David M. Smallwood (202) 219-0864.**

LAUNDRY WHITENER HELPS KILL GYPSY MOTHS -- The stuff in laundry bleach that makes whites whiter & brights brighter could hang gypsy moth caterpillars out to dry. A USDA scientist says a fluorescent whitener increased the number of caterpillars a virus -- named Abby -- killed in lab tests by ten times. **Martin Shapiro**, a USDA entomologist discovered the laundry whitener's extra kick when he set out to protect the virus from the sun's ultraviolet rays. In the tests, the whitener not only blocked the rays, it mysteriously enhanced the virus' effectiveness. **Contact: Martin Shapiro (301) 344-4327.**

FARM WORKERS -- During the week of May 12-18, there were 487 thousand hired workers on farms & ranches in the 11 states USDA surveyed. This compares with 471 thousand workers a month earlier. Average May wages ranged from \$4.46 per hour in Wisconsin to \$6.30 in Florida. **Contact: Tom Kurtz (202) 475-3228.**

FROM OUR RADIO SERVICE

AGRICULTURE USA #1775 -- By 1993 a nationwide system of standards for organic foods will be in place. On this edition of **Agriculture USA**, John Snyder talks with officials & members of farming, consumer & industry groups about the impact of this system. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1257 -- Heading off global warming; nutrition education for everyone; forest fires threaten life & property; precycling; teens & nutrition. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1765 -- USDA News Highlights; results of the dairy study; Soviet credit needs may increase; GATT update; fly population control. (Weekly reel of news features.)

NEWS FEATURE FIVE #1425 -- Reducing apple bruises; rats reseed desert; mini-lettuce scored big; diet & cataracts; biosoap kills whiteflies. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Mon., June 24, ag trade update; Tues., June 25, weekly weather & crop outlook, ag chemical usage; Thurs., June 27, planted acreage, grain stocks, world tobacco; Fri., June 28, ag prices, hogs/pigs, world coffee situation. (These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling!)

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- Pat O'Leary reports on Soviet Summer School; Dave Luciani, Michigan State University, takes a look at exotic morel mushrooms.

ACTUALITIES -- Sec. Madigan signs an agreement to speed production of the anti-cancer drug taxol; USDA Meteorologist Norton Strommen on weather & crops; USDA Economist Peter Buzzanell on sugars & sweeteners; USDA Economist Robert Dubman on farm income; USDA Economist Verner Grise on tobacco.

UPCOMING FEATURES -- DeBoria Janifer reports on growing perennials; Pat O'Leary reports on low-fat ground beef.

EVERY OTHER WEEK -- **Agriculture Update**, five minutes of USDA farm program info, in news desk format with B-Roll footage.

Available on Satellite Westar 4, Transponder 12D (Channel 23), audio 6.2 or 6.8:

THURSDAY7:30 - 7:45 p.m., EDT
 SATURDAY10 - 10:45 a.m., EDT
 MONDAY8 - 8:45 a.m., EDT

NOTE THIS ONE-TIME CHANGE -- On Saturday, June 22, only, from 10 a.m. to 10:45 a.m., the coordinates will be Westar 4, Transponder 19. This is a one-time only transponder change.

OFFMIKE

WHEAT CROP...in sections of Missouri is in sad shape, says **Dick Marshall** (Brownfield Network, Jefferson, Mo.). Excessive moisture has caused a variety of diseases, lowering yields in some fields to less than 20 bushels per acre. Producers are grazing cattle on wheat, rather than harvesting it. Late corn will need timely summer rains.

HIGH PRICES...& good weather are enticing producers to plant the largest cotton crop since the mid 1960's, says **Ken Tanner** (WRAL-TV/Tobacco Radio Net, Raleigh, N.C.). Cotton producers planted nearly twice the 200,000 acres harvested last year. Tobacco is developing well, but Ken says blue mold disease is active in some regions of the state & weather conditions will influence its spread.

EDITORIAL STAFF...of Michigan Farm Radio Network has moved its offices (to 7402 Westshire Dr., #135, Lansing, Mich. 48917), says farm director **Pat Driscoll**. New phone is (517) 627-5526. Corporate office remains in Milan.

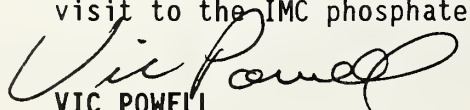
Farm Broadcasters Letter

Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

OFFICIAL BUSINESS
Penalty for Private Use \$300

SMITHSONIAN...Folklife Festival has invited **Verlene Looker** (KMA, Shenandoah, Iowa) to broadcast from The Mall in Washington, D.C., June 28-July 7. She is the third broadcaster to participate in the "Family Farming in the Heartland" theme. Other two are **Rich Hawkins** (KRVN, Lexington, Neb.) and **Lee Kline** (WHO, Des Moines, Iowa). Secretary of Agriculture **Ed Madigan** will speak at the opening ceremony, June 28.

GRASSHOPPERS...in Florida? You bet, & causing damage to nearly everything that grows in Dade City, says **Cindy Zimmerman** (Southeast Agrinet, Ocala, Fla.). The insects are concentrated in numbers greater than anyone can remember & located in a 10-square mile area. Aerial spraying is underway but new waves seem to develop. Congratulations to Cindy, who served as host of the NAFB Southeast Region meeting, & to **John Winfield** (Mississippi Network, Jackson), Southeast VP, for a successful conference. We'll never forget the visit to the IMC phosphate dragline with machinery right out of "Star Wars."


VIC POWELL
Chief, Radio & TV Division